

## **DSK Benelli announces a new dealership for its Jogeshwari showroom in Mumbai**

*Showroom delivers 25 bikes to customers on the launch day*

**Mumbai, October 13, 2016:** DSK Motowheels, one of India's most well-established and strongest players in the superbike industry, has announced Ishna Automotive Pvt. Ltd as the new dealership for its Jogeshwari (East) showroom for Benelli, the legendary Italian superbike brand. The change of dealership at the ultra-modern showroom is aimed at adding thrust to DSK Benelli's sales and services in the region and saw a delivery of 25 superbikes to DSK Benelli customers on the first day.

Operating under the dealership of 'Ishna Automotive Pvt. Ltd.', the state-of-the-art showroom exhibits the entire exquisite range of 'Tornado Naked Tre' or 'TNT' superbikes that include TNT 25 - Single Cylinder 250cc engine, TNT 300 - In-line two-cylinder 300cc engine, TNT 600i (ABS) - In-line four-cylinder 600cc engine, TNT 600 GT - In-line four-cylinder 600cc engine, TNT 899 - In-line, three-cylinder 898cc engine and TNT R - In-line, three-cylinder 1131cc engine. Located in one of the liveliest areas of the city, the outlet truly reflects the premium luxury that the brand stands for, receiving a significant thrust with the announcement of the new dealership.

**Speaking on the launch, Krishna Malge, Associate Vice President , DSK Motowheels, said,** "As we stand on the cusp of a new era in the superbiking industry, DSK Benelli has left no stone unturned to provide an all-round service for our highly discerning customers. In line with our commitment to quality and excellence, we are delighted to hand over the baton for our Jogeshwari (East) showroom to Ishna Automotive. With its extensive market understanding, we are confident that the new dealership will facilitate greater consumer engagement and will bring a veritable thrust in terms of sales and growth to the showroom. We are positive that our association with Ishna Automotive. will rapidly boost the company's overall sales in the region."

Born of rich, pure lineage, DSK Benelli today boasts an impressive range of globally-respected superbikes that marry heritage, innovation, styling and technological prowess. DSK Benelli's distinctly stylish motorcycles are known for their Italian flamboyance and the ability to provide riders from all walks of life a pure, high-performance experience.

The showroom will showcase the entire gamut of DSK Benelli superbikes at attractive price points:

### **(Ex-showroom, Mumbai)**

- TNT 25 - INR 1,75,000/-
- TNT 300 - INR 3,14,000/-
- TNT 600i (ABS) - INR 5,95,000/-
- TNT 600 GT - INR 6,23,000/-
- TNT 899 - INR 9,89,000/-
- TNT R - INR 12,31,000/-

With the company's mounting sales and service network, the brand offers 24x7 on-call breakdown service and a 4-year unlimited kilometre extended warranty on its entire range of DSK Benelli superbikes.

DSK Benelli owners also have access to an entire range of attractive Benelli accessories and merchandise that include superlative CNC parts, riding gear, helmets with sleek design and safety features, to quirky stickers and decals.

## **About DSK Group**

A leading diversified business conglomerate in India with a multi-crore turnover. The group has spread its wings in diverse business verticals like Construction, Automobiles, Information Technology, Education and High-end Professional Courses, Pharmaceuticals, Hospitality, Tours & Travels, Banking & High- End Dairy Solutions, International film production, Digital Products, Investments and Infrastructure, Video Games. The DSK Group is renowned as one of the most ethical and successful groups based in Maharashtra.

## **About DSK Motowheels**

Established in 2012, DSK Motowheels, a part of the DSK Group, forayed into the growing automobile sector by entering the niche segment of powerful and aspirational bikes.

Taking forward the company's rich legacy of dynamic entrepreneurship, Shirish Kulkarni, Chairman, DSK Motowheels, spearheads the brand's operations in India with the primary objective of providing a world class super biking experience.

With a CKD plant in Maharashtra, the brand enjoys the status of having the strongest & most well entrenched superbike network in India. DSK Motowheels is known for its high-end biking experience, extended product line, technology and quality. DSK Motowheels also prides itself in providing the best customer centric service and aftersales support in Indian Superbike Market.

## **About Benelli**

### **FROM HISTORY TO THE LEGEND**

As often happens, the history of great industries is born in garages. In our case this is the "Benelli Garage", Where, in 1911, the 6 Benelli brothers Giuseppe, Giovanni, Francesco, Filippo, Domenico and Antonio, known as "Tonino", repaired and manufactured motorcycle parts. In 1921 the 'Velomotore' was created: a single cylinder two stroke 75cc bike adapted to a bicycle frame and the following year it was the turn of the 98cc 'Motoleggera', immediately appreciated by the public of that time. The first real Benelli motorcycle, a 175cc model, ridden by Tonino, proved immediately to be a winner in the world of competition. Here began a long list of glorious moments, with more than 1000 victories in the Italian and European Championships and two World Titles won in 1950 and 1969. Many legendary riders have ridden Benelli motorcycles. Besides Tonino, the owner of the company, the Italian riders Ambrosini, Grassetto, Campanelli, Provini, Pasohni, Villa and the internationals Saarinen, Hailwood and Carruthers.

At the end of the 60's the last motorcycle of the family owned company was born; the Tornado 650 which developed 50 hp at 7000 rpm, and easily surpassed 170 km/h. Later the first ownership change took place, but motorcycle production continued in Pesaro with the ground breaking in line 6 cylinder 750 and 900cc Sei's which were manufactured up until the early 1980's. In 2001 the production of the first all new in-line triple powered range began, with the fully faired supersport Tornado 899cc Limited Edition. The addition of the Tornado Naked Tre or TNT for short, and subsequently the Tre-K in both 899 and 1131 cc variants meant that Benelli was truly back in the market of large capacity sports motorcycles. Today Benelli is part of the Qianjiang (QJ) Group, a corporation which produces more than 1.2 million two wheelers per annum. QJ, wishing to respect the tradition of passion which has always guided the history of the Italian brand, will continue manufacturing bikes in Pesaro, the traditional home of Benelli Motorcycles.

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